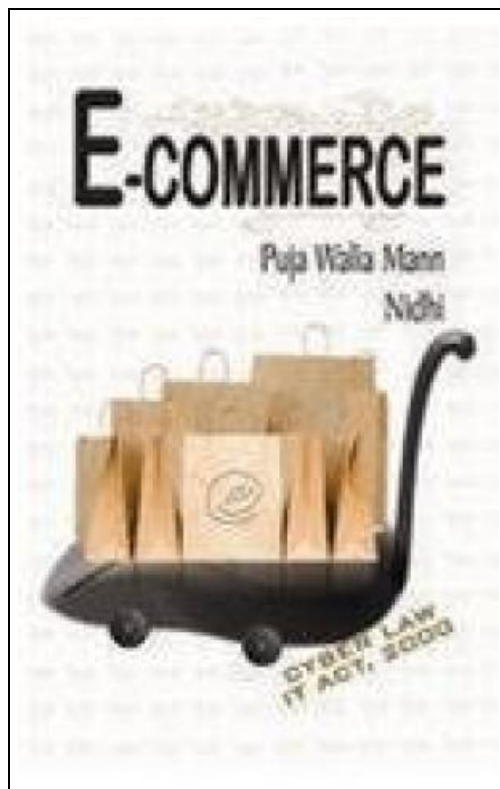


E-commerce



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Reviews

I just started off reading this article ebook. It is actually written in basic words and not confusing. I am just very happy to let you know that this is the best ebook I actually have read through inside my individual daily life and can be the finest ebook for possibly.
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E-COMMERCE



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MJP Publishers, 2009. Softcover. Condition: New. First edition. The book is broadly divided in two sections, after giving the basic introduction, meaning, nature and importance of E-Commerce. The first part deals with the application framework for electronic commerce. Application-based assignments are also added along with the text for giving insight into the area. The internet infrastructure has also been added as a separate chapter for giving a complete understanding of the World Wide Web. This part basically covers the design and development part of the Website, including the internet security, software agents, multimedia and digital video, etc. which is of high practical value to the students of computer applications.\r\nThe transactions and application part has been given in the second part of the book. This section includes chapters on commercialization of internet and Internet-payment systems. The linter- and intra-organizational commerce and EDI applications are covered at length for the benefit of the undergraduate and post-graduate management students. For marketing management students, a chapter has also been added on use of technology in various promotional tools like web advertising and marketing. The application of e-commerce in areas like data warehouse, education and training activities has also been duly presented. A chapter about the legal aspect of digital working gives a comprehensive understanding of technological implications. Printed Pages: 350.



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